

Station WAVY-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm    ) PHILADELPHIA

Advertiser (    ) OBAMA FOR AMERICA    3050 K ST NW    Sales Office (    )

Product BARACK OBAMA    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY

Estimate# 1537    Agency C/P1/P2/E 95/101/1537    Salesperson Phone# 215-567-6005

Buyer DAN NAGELBERG    Flight Dates 10/30/2012 - 11/06/2012    Salesperson FAX# 215-567-5938

Phone#    Hiatus Weeks

Fax#

--- CONTRACT COMMENT ---  
CLIENT: OBAMA FOR AMERICA SC=\*

--- REMARKS ---  
THIS IS A NEW CONTRACT  
TOTAL 68,400  
PLS CONFIRM ASAP  
THANKS, ANGELA

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
---	---	---	---	-----	---	---	---	---	---	---	---	---
	1	TU-F	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	10/30-11/02	4	1	4	\$1,200.00	
	2	M	9A-10A	Buyline Comment: TODAY SHOW 2	:30	\$300.00	11/05-11/05	1	1	1	\$300.00	
	3	TU-F	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	10/30-11/02	4	1	4	\$1,000.00	
	4	M	10A-11A	Buyline Comment: TODAY SHOW 3	:30	\$250.00	11/05-11/05	1	1	1	\$250.00	
	5	TU-F	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	10/30-11/02	4	1	4	\$300.00	
	6	M	11A-12P	Buyline Comment: HAMPTON ROADS SHOW	:30	\$75.00	11/05-11/05	1	1	1	\$75.00	
	7	TU-F	12P-1P	Buyline Comment: NOON NEWS	:30	\$125.00	10/30-11/02	4	1	4	\$500.00	
	8	M	12P-1P	Buyline Comment: NOON NEWS	:30	\$125.00	11/05-11/05	1	1	1	\$125.00	









EC'd Yes Last Received: 10/26/2012 8:55 AM Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA. Agency ( ) GMMB Rep Firm  
Advertiser ( ) OBAMA FOR AMERICA 3050 K ST NW Sales Office ( ) PHILADELPHIA  
Product BARACK OBAMA WASHINGTON, DC 20007 Salesperson ( ) ANJIE BRADY  
Estimate# 1537 Agency C/P1/P2/E 95/101/1537 Salesperson Phone# 215-567-6005  
Buyer DAN NAGELBERG Flight Dates 10/30/2012 - 11/06/2012 Salesperson FAX# 215-567-5938  
Fax# Hiatus Weeks

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	53	W	9P-10P	Law and Order SVU Buyline Comment: LAW AND ORDER SVU	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	54	W	10P-11P	Chicago Fire Buyline Comment: CHICAGO FIRE	:30	\$1,000.00	10/31-10/31	1	1	1	\$1,000.00	
	55	TH	10P-11P	Rock Center News Buyline Comment: ROCK CENTER NEWS	:30	\$1,100.00	11/01-11/01	1	1	1	\$1,100.00	
	56	F	8P-9P	Whitney/Community Buyline Comment: WHITNEY/COMMUNITY	:30	\$400.00	11/02-11/02	1	1	1	\$400.00	
	57	F	9P-10P	Grimm Buyline Comment: GRIMM	:30	\$1,800.00	11/02-11/02	1	1	1	\$1,800.00	
	58	F	10P-11P	Dateline Buyline Comment: DATELINE	:30	\$900.00	11/02-11/02	1	1	1	\$900.00	
	59	SA	330P-7P	Notre Dame Football Buyline Comment: NOTRE DAME FTBALL	:30	\$300.00	11/03-11/03	1	1	1	\$300.00	
	60	SU	815P-1130P	Sunday Night Football Buyline Comment: SUNDAY NIGHT FTBALL	:30	\$6,000.00	11/04-11/04	1	1	1	\$6,000.00	

---REPORT TOTALS---  
Report Totals: 125 / \$68,400.00

---SALES MONTHLY TOTALS---

Nov 12: 125 / \$68,400.00

EC'd Yes    Last Received: 10/26/2012 8:55 AM

Showing Buylines: All Lines

Station WAVY-TV NORFOLK, VA.    Agency (    ) GMMB    Rep Firm    ) PHILADELPHIA  
Advertiser (    ) OBAMA FOR AMERICA    3050 K ST NW    Sales Office (    )  
Product BARACK OBAMA    WASHINGTON, DC 20007    Salesperson (    ) ANJIE BRADY  
Estimate# 1537    Agency C/P1/P2/E 95/101/1537  
Buyer DAN NAGELBERG    Flight Dates 10/30/2012 - 11/06/2012    Salesperson Phone# 215-567-6005  
Phone#    Hiatus Weeks    Salesperson FAX# 215-567-5938  
Fax#

Sales Totals: 125 / \$68,400.00  
Station Totals: 125 / \$68,400.00  
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$213,750	CATV 0%	WAVY 32%	WGNT 3%	WPXV 0%	WTKR 14%
		WTVZ 7%	WVBT 23%	WVEC 21%		

---COMPETITIVE COMMENTS---

COMPETITIVE IS ESTIMATED

Books null  
Demos RA35+

---Agency Comment---

PLEASE NOTE ADDRESS CHANGE EFF 8/12

--- CREDIT RISK ---

CASH IN ADVANCE